

Delegated Report		Analysis sheet	Expiry Date:	02/04/2014
		N/A / attached	Consultation Expiry Date:	06/03/2014
Officer			Application Number(s)	
Fergus Freaney			1) 2014/0840/P 2) 2014/0878/A	
Application Address			Drawing Numbers	
128a Camden Road London NW1 9EE			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
1) Alterations to shop facade to include cladding and boundary treatments. 2) Display of 1 non illuminated fascia sign and 1 internally illuminated free standing LED sign in front courtyard.				
Recommendation(s):		1) Grant Planning Permission 2) Part Grant/Part Refuse Advertisement Consent		
Application Type:	Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	Site notice: 12/02/2014 – 05/03/2014 Press notice: 13/02/2014 – 06/03/2014 No comments received					
CAAC/Local groups* comments: <small>*Please Specify</small>	Camden Broadway CAAC – Object <ul style="list-style-type: none"> - The alterations over time detract from the character and appearance of the building and wider area. - The building itself is a remarkable example of an early 20th century ‘shed’ type garage with some notable features such as iron columns. - The proposed cladding and fencing fails to convince and they seem out of context with the garage and conservation area. Rochester CAAC – Object <ul style="list-style-type: none"> - Previous applications for advertisement have been refused in 1977, 1981, 1986 and 2005. All were refused. The 2005 application was appealed with the inspector adding that “it would appear as a top-heavy appendage...that would be out of scale of overwhelming in appearance...it would not show proper consideration to its domestic neighbours...An obtrusive feature dominating the building’s modest façade in an alien and uncompromising manner...it would detract from the appearance of the buildings and surrounding area, in particular from the setting and outlook of the neighbouring flats”. - Object to the new LED advertising on the same grounds. - The flats at St Pancras Lane Estate are currently included for Local Listing and Grade II Listed buildings of St Pancras Way are immediately adjacent – the proposed signage would severely compromise. 					

Site Description

The site is located on the south east side of Camden Road at the junction with St Pancras Way. It comprises an early 20th century workshop type building in use as a garage.

The site is not listed, but is within the Camden Broadway Conservation Area. Furthermore the site is adjacent to 2x Grade II Listed Buildings at 157 & 159 St Pancras Way.

Relevant History

Application Site

2011/6083/P – Renewal of planning permission granted on 16/12/2008 (ref 2006/3271/P) for demolition of existing garage (Class B2) and redevelopment with a part 2 and part 3-storey building comprising light industrial (Class B1) at basement and ground floor levels and 9 residential units comprising 2x1, 2x2 and 3x3 bed market units and 2x2 bed social rented affordable housing dwellings (Class C3). *Refused 09/03/2012*

2011/6086/C - Renewal of conservation area consent granted on 16/12/2008 (ref 2006/3274/C) for demolition of existing garage (Class B2). *Refused 09/03/2012*

2006/3271/P - Demolition of existing garage (Class B2) and redevelopment with a part 2 and part 3-storey building comprising light industrial (Class B1) at basement and ground floor levels and 9 residential units (Class C3). *Granted 16/12/2008*

2006/3274/C - Demolition of existing garage. *Granted 16/12/2008*

2005/2963/P - Demolition of existing building and erection of a new mixed use 3 storey building comprising a ground floor light industrial/business unit (Class B1) and 11 residential units above (7 x 1-bedroom, 3 x 2-bedroom and 1 x 3-bedroom). *Refused 17/10/2005*

2005/0528/A - Installation of a 6.4m long, 3m high, 1 x 48 sheet poster panel at first floor level to the front elevation of the building. *Refused 21/04/2005 (Appeal dismissed 07/09/2005)*

AEX0200700 - Installation of an internally illuminated projecting box sign. *Granted 13/08/2002*

9280013 - The display of an advertisement hoarding measuring 6.1m wide x 3.2m high at a height to the underside of 3.2m on the Camden Road elevation of the building. *Refused 12/03/1992*

9280058 - The continued display of two x 48 sheet advertisement hoardings measuring 20ft wide x 10ft high at first floor level; one on each of the Camden Road and St. Pancras Way elevations of the building. *Refused 20/04/1992*

9580051 - Display of two 48 sheet poster hoardings on the St Pancras Way elevation of the building. *03/08/1995*

Enforcement

EN11/0993 - 1 x 96 sheet hoarding. *Prosecution action taken, complied with 10/05/2013*

EN04/1184 - 1 x 96 sheet hoarding. *Action taken, complied with 10/03/2005*

Relevant policies

LDF Core Strategy and Development Policies

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS11 – Promoting sustainable and efficient travel

DP16 – The transport implications of development

DP17 – Walking, cycling and public transport

DP21 – Development Connecting to the highway network

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

Camden Planning Guidance 2011

CPG1: Design (Sections 7, 8 & 9)

CPG7: Transport (Section 8)

Camden Broadway Conservation Area Statement

NPPF

London Plan

Assessment

Proposal:

Permission is sought for the following:

- Installation of freestanding internally illuminated LED sign
- Installation of non-illuminated fascia sign
- Installation of timber cladding to front façade and metal railings at the boundary

The application has been revised during the determination period to reduce the height of the freestanding sign, and following advice from the Councils design officer timber fencing was revised to traditional metal railings.

Assessment:

Illuminated signage

The proposed freestanding illuminated sign would be located at the north west part of the site, on the corner with Camden Road and St Pancras Way. It would be displayed above a plinth measuring approx. 1.8m in height x 4m in width x 2.5m in depth. The sign itself would measure approx. 4.6m in height x 3.1m in width x 0.2m in width. When the plinth is taken into account the overall height of the signage structure would be 6.5m.

The sign would be illuminated on the south west side facing towards Camden Road Station, and would be timber clad on the north east side with non-illuminated directional lettering to a car wash. The sign would be 'next generation' LED sign with adjustable illumination up to a maximum of 300cd/m² and would display static advertisements, but would scroll between a number of adverts.

The site is within the Camden Broadway conservation area, and is adjacent to 2x Grade II Listed buildings, and a terrace of buildings which make a positive contribution to the area.

Camden Planning Guidance advises that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible.

It goes on to state that generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where

illuminated, they can cause light pollution to neighbouring residential properties. Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Furthermore, the guidance states that free-standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

The proposed illuminated sign is considered to be overly-large, and would appear dominant and incongruous on the street scene both in the immediate vicinity and in much longer views along Camden Road from both directions. Furthermore, the area is predominantly residential in nature with flats in all directions around the site; the large illuminated sign would appear completely out of character in this setting.

Non-illuminated signage

The proposed non-illuminated signage comprises a fascia sign on the front elevation of the building measuring approx. 9.7m in width x 0.8m in height x 0.1m. It would replace a similar sign of slightly larger proportions. It would be located at fascia level and does not raise any design concerns.

Highway and pedestrian safety

The proposed freestanding sign would be visible by the northeastern bound traffic approaching Camden Road/St Pancras Way signal controlled junction.

Accident data for the 36month period up to Dec2013 have been provided by Transport for London. It identifies that the junction has suffered from 18 persons injured accidents, resulting in 1 fatality (a cyclist), 2 serious and 16 slight injuries. Out of the 18 accidents, 11 involved vehicles travelling northbound, most being shunt type or collisions with on-coming traffic from the opposite direction when making a turn. There were also two collisions involving pedestrians while they were crossing during the pedestrian phase.

Although the freestanding sign has been reduced in height, it would still be over 6m high and it is considered that this would provide an excessive distraction to drivers approaching the junction on the north-east bound carriageway. It would add visual clutter and act as a diversion to drivers needing to pay attention to traffic signals, on-coming traffic and other road users particularly when making a turn.

Installation of timber cladding

It is proposed to install timber cladding on the front façade and erect metal railings at the boundary. The building is in a bad state of repair and does not display any good quality original features at high parapet level. The proposal to clad the building in high quality timber is considered to improve its appearance on the streetscene.

The proposed metal railings at the boundary would be of a traditional design and are considered to help relate the site to the listed buildings and positive contributors immediately to the west.

Recommendation: 1) Grant Planning Permission; 2) Part Grant/Part Refuse Advertisement Consent